

OFFICE OF THE

Deseret Evening, Semi-Weekly and Weekly News,

Salt Lake City, Utah, January 1, 1871.

The completion of the great Pacific Railroad, with a connecting line to this City, has opened to the East and West the resources and trade of the great Western States and Territories, among the latter those of Utah, whose Agricultural and Mining interests are every year growing more important.

As a means to present before the people of this and adjoining States and Territories, the facilities and immense Stocks and supplies of the Eastern and Western markets, we confidently submit the claims of the above papers to Merchants and Manufacturers, feeling assured they will find no better means of making themselves known in this region than by patronizing their columns. They are the Official papers of the Church of Jesus Christ of Latter-day Saints, and circulate in every Settlement and reach every household in the Territory, having also numerous subscribers in the adjacent States and Territories, and offers unequalled advantages as Advertising Mediums.

The DESERET EVENING NEWS is the Largest and has the Most Extensive Circulation of any Daily in the Mountain Region. The SEMI-WEEKLY NEWS has also a large circulation. The WEEKLY NEWS is the Pioneer paper of the Rocky Mountains and has the greatest circulation of any weekly in the West.

The patronage of the Mercantile Public is respectfully solicited.

GEORGE Q. CANNON,

Editor and Publisher.

THE DESERET NEWS, ESTABLISHED 1850.

THE DESERET EVENING NEWS,

Terms: \$10 per Year.

The Largest Circulation of any Daily Paper in the Territory.

RATES OF ADVERTISING:

| | 1 Month. | 2 Months. | 3 Months. | 6 Months. | 1 Year. |
|-----------------------------|----------|-----------|-----------|-----------|---------|
| 1 Square, (1 inch,)..... | \$10 00 | \$16 00 | \$24 00 | \$36 00 | \$57 00 |
| 2 Squares, (2 inches,)..... | 15 00 | 24 00 | 36 00 | 54 00 | 86 00 |
| 3 Squares, (3 inches,)..... | 18 00 | 28 00 | 43 00 | 64 00 | 103 00 |
| 4 Squares, (4 inches,)..... | 20 00 | 32 00 | 48 00 | 72 00 | 115 00 |
| 1 Column, (6 Squares,).... | 24 00 | 38 00 | 57 00 | 86 00 | 138 00 |
| 1 Column, (8 Squares,).... | 27 00 | 43 00 | 64 00 | 96 00 | 153 00 |
| 1 Column, (12 Squares,).... | 33 00 | 52 00 | 78 00 | 117 00 | 187 00 |
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Double Column Advertisements inserted at Double the above Rates.

THE SEMI-WEEKLY DESERET NEWS,

Terms: \$6 per Year.

A Reliable Family Newspaper and an excellent Advertising Medium.

RATES OF ADVERTISING:

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|------------------------------|----------|-----------|-----------|-----------|---------|
| 1 Square, (10 lines,)..... | \$ 8 00 | \$12 00 | \$19 00 | \$28 00 | \$46 00 |
| 2 Squares, (20 lines,)..... | 10 00 | 16 00 | 24 00 | 36 00 | 57 00 |
| 3 Squares, (30 lines,)..... | 12 00 | 19 00 | 28 00 | 43 00 | 69 00 |
| 1 Column, (4 Squares,).... | 14 00 | 22 00 | 33 00 | 50 00 | 75 00 |
| 1 Column, (5½ Squares,).... | 16 00 | 25 00 | 37 00 | 55 00 | 88 00 |
| 1 Column, (8 Squares,).... | 20 00 | 32 00 | 48 00 | 72 00 | 115 00 |
| 1 Column, (16 Squares,).... | 30 00 | 48 00 | 72 00 | 108 00 | 172 00 |

Double Column Advertisements inserted at Double the above Rates.

THE WEEKLY DESERET NEWS,

Terms: \$5 per Year.

The Pioneer Paper of, and the most widely-circulated in the Rocky Mountain Region.

RATES OF ADVERTISING:

| | 1 Month. | 2 Months. | 3 Months. | 6 Months. | 1 Year. |
|------------------------------|----------|-----------|-----------|-----------|---------|
| 1 Square, (10 lines,)..... | \$12 00 | \$19 00 | \$28 00 | \$43 00 | \$69 00 |
| 2 Squares, (20 lines,)..... | 16 00 | 25 00 | 38 00 | 57 00 | 92 00 |
| 3 Squares, (30 lines,)..... | 20 00 | 32 00 | 48 00 | 72 00 | 115 00 |
| 1 Column, (4 Squares,).... | 24 00 | 38 00 | 57 00 | 86 00 | 138 00 |
| 1 Column, (5½ Squares,).... | 29 00 | 46 00 | 69 00 | 103 00 | 164 00 |
| 1 Column, (8 Squares,).... | 34 00 | 54 00 | 80 00 | 120 00 | 192 00 |
| 1 Column, (16 Squares,) ... | 50 00 | 80 00 | 120 00 | 180 00 | 288 00 |

Single Column Advertisements only inserted in the Weekly.